

Kansas City Composite Squadron Position Policies

PUBLIC AFFAIRS OFFICER (PA) (P201)

SENIOR MEMBER POSITION DESCRIPTIONS

Position descriptions at all echelons (region, wing, group, and squadron) are so similar that one broad position description applies to all levels, unless otherwise indicated. Since CAP directives describe in detail the tasks to be performed in each position, each staff officer should become completely familiar with the CAP directives listed in his/her position description. Also, it should be noted that all phases of each position are covered even though some units do not have a particular need for every task.

Squadron commanders are authorized and encouraged to develop more detailed position descriptions for their staff officers to fit the individual unit situation and talents of unit personnel.

DUTIES

Reports to the Squadron Commander

Advises and assists the commander on all media relations, internal information and community relations matters. Plans, develops and implements a Public Affairs program

They shall:

- Release information on unit activities to news media
- Publish unit newsletter or bulletin
- Coordinate participation of unit members in community activities
- Coordinate with other organizations and agencies as required
- Supervise all public affairs activities of squadron
- Progress towards the Master skill rating
- Review and comply with all relevant National, Wing and Squadron Policies
- Ensure compliance and submit a completed self SUI by 1st of September annually to the Squadron Commander

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The public affairs officer, to be effective, must be familiar with CAPP 201, CAPP 190-1, CAPP 3, current policies and activities of his/her unit

- Assists subordinates in Recruiting and Retention with materials and direction
- Develops plans and requirements with unit activity officers to ensure media gathering is performed for video, photo and written summaries for publication and distribution
- Ensure the Public Affairs Officer (PAO) been appointed in writing - CAPR 20-1 page 39; CAPR 190-1 para 3a
- Ensure the next higher headquarters been notified of the appointment CAPR 35-1 and CAPR 190-1 para 3b
- Complete the unit PAO completed AFIADL PAO Course 02010 - CAPR 190-1 para 6b
- If a unit PAO has not been appointed, unit commander will perform the duties of the PAO CAPR 190-1 para 3c
- The Wing PAO will provide training for subordinate unit PAOs at least annually as specified in CAPR 190-1 para 6. This training may include:
 - Public Affairs specialty track training as listed in CAPP 201, *Public Affairs Study Guide*
 - AFIADL PAO course 02010
 - Unit/wing/region/national public affairs training courses, workshops, seminars, and field training
 - Seminars and workshops offered by the military and local, state, or national organizations
 - Mission information officer training as part of the emergency services missions of Civil Air Patrol
- Has the unit PAO an annual public relations plan to promote CAP, its goals and missions as defined in CAPR 190-1 para 7a for:
 - External goals and initiatives that help build relationships with external constituencies of CAP and emphasize their importance in performance of its three mandated missions (ES, AE, and Cadet Programs) CAPR 190-1 para 7a(1)
 - Internal strategies that emphasize CAP's importance, member recognition, retention, and encouragement of member participation in unit/wing/region and national activities and training CAPR 190-1 para 7a(2)
 - A PA crisis plan to ensure a rapid, effective response during crisis situations that may damage CAP's reputation, if mishandled CAPR 190-1 para 7a(3)
 - Develop a unit crisis communication plan approved by the wing commander or designated representative CAPR 190-1 para 7b(3)

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- Assemble a current media contact information to foster working relationships CAPR 190-1 para 7b(2)
 - PAO strives to meet periodically with representatives of key media to improve media awareness of CAP and to establish an understanding on the part of the PAO of the information needs and preferences of each media outlet.
- Develop standard plans and procedures for external promotion of key events in the wing, such as participation in training and actual missions, awards and promotions, and special events CAPR 190-1 para 7b(3)
- Assembled standard materials presenting the background of CAP that can be given to the media, prospective members, partner agency officials, and others as needed, including materials developed locally and/or at higher headquarters CAPR 190-1 para 7b(4)
- Utilize available unit websites to inform the public about CAP - CAPR 190-1 para 7b(6)
- Advises the commander on internal public relations strategies and methods in order to conduct an effective program CAPR 190-1 para 7c(1)
- Regularly submit news advisories and releases, with photographs whenever possible, to higher HQs CAPR 190-1 para 7c(2)
- Utilize Wing PAO's created newsletters and templates which contain information for both the internal and external audiences via KSWGf 62, 63, 64, 65 and 67 - CAPR 190-1 para 8a
- Ensure that all distributed multimedia materials, including those distributed by emerging technologies, be in good taste, with members shown in proper uniform, depicting the diverse and multi-faceted missions and opportunities of Civil Air Patrol membership CAPR 190-1 para 9a
- Has the authority to develop and coordinate the public affairs elements of electronic communications tools employed by the unit for internal and external communications, including unit websites and listservers, which automatically broadcast e-mail to everyone on a list. Content shall be created in collaboration with appropriate staff members and shall be facilitated by the staff member(s) designated as webmaster, listserv manager and/or information technology officer per CAPR 190-1 para 10
- Is the Mission Information Officer program for your unit - CAPR 190-1 para 11
- Informs the Wing PAO of unit PAO activities via email at least quarterly by email KSWGf 66 - CAPR 190-1 para 12
- Assistant Public Affairs Officers must comply with all above requirements